

I am delighted to write a letter of reference for Ayobami Adeshola following their completion of the EntryLevel Product Management Level 1 Program.

Ayobami has completed the 6-week program and submitted an exemplary portfolio. In the portfolio, Ayobami demonstrated the ability to identify and prioritise assumptions, conduct market research, and create an MVP strategy. The portfolio also shows the results of in-depth user interviews.

Ayobami communicated clearly through the use of User Stories and brainstorming features based on customer needs. Finally, Ayobami displayed critical thinking ability by effectively applying the MSCW method and T-Shirt Framework to prioritise features for development.

EntryLevel also awards badges to signify exceptional performance and Ayobami was awarded the following badges:

The "Team Player" badge, for completing the program alongside a peer group, demonstrating the willingness to learn and solve problems collaboratively.

The "Critical Thinker" badge, for going above and beyond in giving constructive feedback to their peers by reviewing their portfolios.

Best Regards,

The EntryLevel Team

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